

# **ANALYSES OF THE CUSTOMER BEHAVIOUR IN IDD PREPAID CALL CARD MARKET**

D. R. Naleen Jayasuriya

The Dissertation was submitted to of in partial fulfillment of the requirement for the Degree of Master of  
Business Administration.

Department of Management of Technology

University of Moratuwa

Sri Lanka

December 2007

90786

## **ABSTRACT**

The International Direct Dialing (IDD) is considering as one of the most profitable area in telecommunication industry. Initially the IDD service offered only for the key customers. Once more operators allow providing the IDD service it was opened for all the customers. Once it opens for all the customer's telecommunication operators start to operate the prepaid IDD call card service. Presently the prepaid IDD call card market is the one of the most competitive area in telecommunication industry in Sri Lanka. There are different types of prepaid IDD call cards entering in to market day by day. Also telecommunication operators as well as non-telecommunication operators operate these cards. There is a rapid growth in the customer base in this market segment. This research study mainly focused on the service quality in IDD prepaid call card market and the analysis of the customer behavior. Also it was required to identify the factors affected to the prepaid IDD call card market. The service quality was measured using well-known SERVQUAL model.. There were four prepaid IDD call cards used for this research and details collected through questionnaire. The data analysis was done using SPSS software and EXCEL software. Several customer groups were identified based on their income, age and occupation. When considering the customer income group behavior it was identified that when the customer income increased then the charge satisfaction also increased. Further it reviled that when the customer income increase the satisfaction of user friendliness of the system decrease. The results were reveled that negative correlation exists between customer income and the sender quality. The satisfaction of the service quality decreased when the customer's age increased. There is a strong positive correlation between the service quality and the user friendliness of the customer helpdesk. Also there is a positive correlation exists between the service quality and the average usage, feature satisfaction, years of use, charge satisfaction. When considering the prepaid IDD calls card market there is 76.8% of the customers satisfied about the present service quality. Finally results from this research work suggest that what type of changes require enhancing the prepaid IDD call card service.